

The Third Northwest Regional  
GEAR UP Conference  
May 14-16, 2003  
Bellevue, Washington

Call for Presentations  
and Participation



# Northwest Bridges 2003:

Evaluating Our Efforts  
Improving Our Programs  
Telling Our Stories  
Sustaining Our Work

# We invite you to join us this May

For nearly four years, GEAR UP programs have been working to make college a reality for more low-income and disadvantaged middle and high school students. Our efforts focus on the comprehensive systemic change required for every student to become ready for college by:

- Setting high standards and ensuring rigorous academic instruction for all students;
- Instilling hope and motivation for higher education;
- Encouraging early and ongoing planning;
- Establishing and maintaining effective academic and college planning support programs;
- Inspiring and empowering parent and family support;
- Supporting school reform agendas; and
- Helping teachers further their content mastery and instructional skills.

The focus of this third Northwest regional GEAR UP conference, organized by the Washington State GEAR UP Project, is on sustaining the accomplishments of GEAR UP over the long haul. Specifically, we will be looking at how we evaluate our efforts, bring ongoing program improvements, tell the stories of our successes, and find the willpower, resources, and funding to make the GEAR UP approach part of the fabric of our education system.

## Gaining Early Awareness and Readiness for Undergraduate Programs

Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) is a national initiative to help more students stay in school, study hard, and go to college. Matching grants from the U.S. Department of Education encourage middle and high schools, colleges and universities, community-based organizations, state and local governments, and businesses to work together on behalf of students and families.

GEAR UP begins preparing students in middle school with the academic support and career and college planning required for successful enrollment in higher education.

## Who should attend?

**College readiness program staff, teachers, school counselors, higher education and school administrators, state and local education policy makers, business persons, community leaders, officers of non-profit organizations, and all others working to create higher education opportunities — especially for students from low-income and disadvantaged backgrounds.**

## Keynote speakers



### **Kati Haycock**

**"From our Agenda to the Nation's Agenda"**

**Wednesday, May 14, 2003 11 am**

Kati Haycock is one of the nation's leading child advocates in the field of Education. She currently serves as Director of The Education Trust. Established in 1992, the Trust does what no other Washington, D.C.-based education organization seeks to do: speaks up for what's right for young people, especially those who are poor or members of minority groups. The Trust also provides hands-on assistance to urban school districts and universities that want to work together to improve student achievement, kindergarten through college. Before coming to the The Education Trust, Haycock served as Executive Vice President of the Children's Defense Fund, the nation's largest child advocacy organization. A native Californian, Haycock founded and served as President of The Achievement Council, a statewide organization that provides assistance to teachers and principals in predominantly minority schools in improving student achievement. Before that, she served as Director of the Outreach and Student Affirmative Action programs for the nine-campus University of California system.



### **Héctor Garza, Ed.D., MPH**

**"Sustaining GEAR UP Means Focusing on What Matters Most"**

**Friday, May 16, 2003 12:30 pm**

Héctor Garza is the founding president of the National Council for Community and Education Partnerships (NCCPEP), a nonprofit organization dedicated to the principle that every child deserves an equal chance at obtaining a quality higher education. Prior to founding NCCPEP, Dr. Garza served as vice president for Access and Equity Programs at the American Council on Education. For the past ten years he has been a senior consultant to the Ford Foundation on K-16 initiatives and, during the last three years, served a similar role on behalf of the W.K. Kellogg Foundation. Dr. Garza provides leadership and technical assistance training in the areas of educational reform, evaluation of college access programs, partnership building, media relations, community engagement, race relations, and effective strategies for educating low-income and minority students in K-20. Dr. Garza holds baccalaureate, masters, and doctorate degrees from the University of Michigan at Ann Arbor.



### **William G. Tierney, Ph.D.**

**"Preparing for College: Building Expectations, Changing Realities"**

**Wednesday, May 14, 2003 5:30 pm**

William G. Tierney is the Wilbur Kieffer Professor of Higher Education and Director of the Center for Higher Education Policy Analysis at the University of Southern California. His research interests pertain to access and equity and the transition from high school to college. Dr. Tierney's recent publications include *Building the Responsive Campus: Creating High Performance Colleges and Universities* and *Increasing Access to College: Extending Possibilities for All Students*, with co-author Serra Hagedorn. He is currently involved in a variety of funded projects that pertain to two broad areas: equity and access, and governance and decision-making. These projects include examining the effectiveness of programs that prepare low-income youth for college and improving governance and decision-making in colleges and universities. Dr. Tierney holds masters and doctoral degrees from Stanford University, a masters in education from Harvard University, and a baccalaureate degree from Tufts University. He was also a Peace Corps volunteer in Morocco and worked at a Native American community college in North Dakota.

## Plenary panel sessions

### Improving the effectiveness of higher education and K-12 partnerships

Thursday, May 15, 2003  
8:30 am

What are the challenges involved in establishing and improving partnerships between K-12 schools and institutions of higher education? Panelists will discuss why K-12 schools and institutions of higher education need to work together, what K-12 schools and higher education institutions can accomplish together that they cannot do alone, who should be involved in efforts to work collaboratively, and where individuals should look within organizations to start building these partnerships.

Invited panelists include K-12 administrators, higher education faculty, college outreach professionals and GEAR UP program administrators.

### Making “win/win” public/private partnerships

Thursday, May 15, 2003  
3 pm

How can K-12 schools, local businesses, and community-based organizations work collaboratively to meet their individual and collective objectives? Panelists will discuss why it is important to bring the private sector into the schoolhouse, what private organizations can offer schools and vice versa, what organizations look for in the way of worthy projects, and how to bridge the cultural gaps that exist between public and private organizations.

Invited panelists include representatives of charitable foundations, businesses, community-based organizations, and faith-based groups.

### Reauthorization of the Higher Education Act

Friday, May 16, 2003  
9 am

What can GEAR UP Projects expect from the Reauthorization of the Higher Education Act? Panelists will discuss proposed changes to the Higher Education Act, congressional support for GEAR UP, and other national issues of interest to the GEAR UP community.

Invited panelists include veteran congressional advocates for college outreach programs, financial aid programs, and other higher education issues.

## Conference at a glance

MAY		
Wednesday	Thursday	Friday
<b>14</b>	<b>15</b>	<b>16</b>
<p><b>10 am – 5:30 pm</b> Registration desk open</p> <p><b>11 am – 12:30 pm</b> “From our Agenda to the Nation’s Agenda” --Ms. Kati Haycock</p> <p><b>12:45 – 2 pm</b> Networking lunch</p> <p><b>2:15 – 3:30 pm</b> Breakout sessions I</p> <p><b>3:45 – 5:00 pm</b> Breakout sessions II</p> <p><b>5:30 – 6:45 pm</b> “Preparing for College: Building Expectations, Changing Realities” --Dr. William G. Tierney</p> <p><b>6:45 - 7:45 pm</b> Opening reception</p> <p><b>Dinner on your own</b></p>	<p><b>8 am – 4 pm</b> Registration desk open</p> <p><b>7:30 – 8:30 am</b> Morning refreshments</p> <p><b>8:30 – 10 am</b> Panel: Improving the effectiveness of higher education and K-12 partnerships</p> <p><b>10:30 – 11:45 am</b> Breakout sessions III</p> <p><b>12 noon – 1:30 pm</b> Networking lunch</p> <p><b>1:45 – 3 pm</b> Breakout sessions IV</p> <p><b>3 – 4:30 pm</b> Panel: Making “win/win” public/private partnerships</p> <p><b>4:30 – 7 pm</b> Visit vendor exhibits; network</p> <p><b>Dinner on your own</b></p> <p><b>7 – 9 pm</b> Gallery Walk; exhibits open</p>	<p><b>8 am – 9 am</b> Registration desk open</p> <p><b>8:15 – 9 am</b> Morning refreshments</p> <p><b>9 am – 10:30 am</b> Panel: Reauthorization of the Higher Education Act</p> <p><b>10:45 – 12 noon</b> Breakout sessions V</p> <p><b>12:30 – 2 pm</b> “Sustaining GEAR UP Means Focusing on What Matters Most” --Dr. Hector Garza</p>

# Call for presentations — breakout sessions

Conferees will have opportunities to present and attend several concurrent workshop sessions of 85 minutes. These will run throughout the conference on four major tracks: evaluating our efforts, improving our programs, telling our stories, and sustaining our work. Some presenters may be asked to present more than once for high demand topics. In particular, the conference is looking for proposals in the following areas:

Evaluating our efforts	Improving our programs	Telling our stories	Sustaining our work
<i>Workshops on how to build and maintain successful evaluation programs</i>	<i>Workshops on actual effective and promising program practices that meet the critical needs of students and parents</i>	<i>Workshops on ways to share GEAR UP success stories with potential funders, policy makers, and community leaders</i>	<i>Workshops on practical and visionary ways to approach sustaining the efforts of GEAR UP</i>
<b>Topics could include:</b>			
<ul style="list-style-type: none"> <li>• Successful evaluation models</li> <li>• The data you need to convince policy makers and potential funders</li> <li>• How to manage evaluation so that it doesn't manage you – data collection, reporting, personnel strategies, tools</li> <li>• How to report qualitative information effectively and with rigor</li> <li>• Using evaluation for program improvement</li> <li>• Others?</li> </ul>	<ul style="list-style-type: none"> <li>• Addressing the diversity of learners and practitioners in GEAR UP</li> <li>• How to get students in the door and keep them coming back</li> <li>• Effective parent programs</li> <li>• Using technology to support the academic aspirations of students</li> <li>• How to link after-school programs with what's happening in the classroom</li> <li>• Building community investment</li> <li>• Offering meaningful professional development for teachers and paraprofessionals</li> <li>• Others?</li> </ul>	<ul style="list-style-type: none"> <li>• Design principles for effective publications and presentations</li> <li>• The GEAR UP practitioner as program advocate</li> <li>• Making the most of your ten-minute meeting with public officials</li> <li>• How to build and maintain media relations</li> <li>• Others?</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic planning for sustainability: Washington State as a case study</li> <li>• How to institutionalize GEAR UP gains without extra funding</li> <li>• Building partnerships with the private sector</li> <li>• Preparing for reauthorization</li> <li>• Examples of effective GEAR UP partnerships with business</li> <li>• Others?</li> </ul>

# Proposal submission form

If you are interested in making a presentation during the conference (85 minutes), please complete the form below and return it to the Higher Education Coordinating Board. Attach additional pages if necessary.

<b>Presenter Name(s) and Contact Information:</b>  <i>Include title and institution, address, email, phone and fax numbers for each presenter</i>	
<b>Session Title:</b>	
<b>Workshop Focus:</b>	<input type="checkbox"/> Evaluation Strategies <input type="checkbox"/> Program Improvement <input type="checkbox"/> Sharing Our Stories <input type="checkbox"/> Sustainability
<b>Brief Description:</b>  <i>Max. 40 words, suitable for use in the conference prospectus and program</i>	
<b>Please describe the content of the proposed workshop:</b>  <i>What interesting tools or information will participants receive? How will you make this presentation interactive? How does the content contribute to program evaluation, continuous improvement, communication efforts, or long-term sustainability? If needed, attach a separate sheet to this form.</i>	

**Send your proposal(s) by mail, fax, or email to:**

GEAR UP Project—Higher Education Coordinating Board  
917 Lakeridge Way  
PO Box 43430  
Olympia, WA 98504-3430

Fax: (360) 753-7807  
Email: [gearup@hecb.wa.gov](mailto:gearup@hecb.wa.gov)

*The deadline for submission of presentation proposals is April 25, 2003.*

## Conference Hotel

The Doubletree Hotel in Bellevue is just ten minutes from downtown Seattle and 25 minutes from Sea-Tac International Airport. Bellevue Square, the largest shopping mall in the Northwest, is a few blocks away, and all of Seattle's many attractions are nearby.

A limited number of guest rooms have been held for conference attendees. Guest rooms offer data ports, 2-line phones, a coffee maker, hairdryer, and full iron/ironing board. Nonsmoking rooms and rooms accessible to individuals with disabilities are available. All conference rooms cost \$119/night, up to four occupants. Please mention the Higher Education Coordinating Board when you make your reservation.

Doubletree Hotel, Bellevue  
300 112th Avenue SE  
Bellevue, WA 98004  
Tel: (425) 455-1300  
[www.doubletree.com](http://www.doubletree.com)

## Getting there by car

**From I-405 north or south:** Take Exit #12, SE 8th St. Go west on SE 8th. Turn right onto 112th Ave. The hotel is located 4 blocks down on the right.

**From I-90 east or west:** Take I-405 north exit. Take Exit #12, SE 8th St. Go west on SE 8th. Turn right onto 112th Ave. The hotel is located 4 blocks down on the right.

**From I-520 east or west:** Take the I-405 south exit. Take Exit #12, SE 8th St. Go west on SE 8th. Turn right onto 112th Ave. The hotel is located 4 blocks down on the right.

**From I-5 north or south:** Take I-90 east to the Bellevue Way exit. Upon approaching the second stoplight, take the right curve on to 112th Ave. Continue through the next stoplight. The hotel will be two blocks north on the right.

Parking at the Doubletree Hotel Bellevue is free for conference participants.

## Airport Shuttle

For reservations call: (800) 487-7433 inside Washington or (206) 622-1424 outside Washington. Fares are \$16.00 for the first adult, \$10.00 for the second adult, and \$6.00 for each additional adult. Fares are subject to change.

## Conference Registration Fees

<b>\$150</b> per person	<b>Regular, full conference registration</b> received on or before April 11, 2003
<b>\$175</b> per person	<b>Late, full conference registration</b> received on or after April 12, 2003
<b>\$75</b> per person	<b>Single day registration</b> may be received the day of the conference

Please note the following registration guidelines:

- All full conference participants must pre-register. On-site, single day registration is permitted with check, money order, or purchase order only.
- Registrations will be accepted on a first-come, first-served basis. No telephone registrations will be accepted.
- A check or money order, purchase order, or purchase order number must accompany each registration. Please make funds payable to the Washington State GEAR UP Project, Higher Education Coordinating Board.
- To receive a refund, submit a written cancellation notice postmarked on or before April 11, 2003. A \$25 processing fee will be deducted from the refund. Refunds are not available after April 11, 2003.
- Registrations may be transferred to another person from the same institution.
- Please indicate any special needs or dietary restrictions on your registration form.

For questions about conference registration, please contact Adrienne Gardner at (360) 753-7835 or [adrienneg@hecb.wa.gov](mailto:adrienneg@hecb.wa.gov).



# Conference registration form

Please provide the following information by typing or printing legibly.

- **Regular, full conference registration** (\$150) must be postmarked by April 11, 2003.
- **Late, full conference, registration** (\$175) will be accepted by standard mail after April 11, 2003.
- **Single day registration** (\$75) will be accepted up until the day of the conference.

Payment must accompany registration forms. Cancellations, in writing, must be postmarked by April 11, 2003.

Send registration forms, with payment, to:

Washington State GEAR UP Project  
Higher Education Coordinating Board  
Conference Registration  
917 Lakeridge Way  
PO Box 43430  
Olympia, WA 98504-3430

Tel: (360) 753-7835  
Email: gearup@hecb.wa.gov

Name: (Last, First, Middle initial) \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

GEAR UP Affiliation: ☐ State Grant (Specify state) \_\_\_\_\_ ☐ Other \_\_\_\_\_  
☐ Partnership Grant (Specify grantee) \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Will you need a display table for the evening reception and gallery walk?<sup>†</sup> ☐ Yes ☐ No

Do you want your contact information withheld from the attendee directory? ☐ Yes ☐ No

Please indicate your need or preference for special accommodations: (Including physical and/or dietary restrictions)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please indicate your method of payment.

Payment must be received with your registration form.

- ☐ \$150 Regular, full conference registration  
☐ \$175 Late, full conference registration  
☐ \$75 Single day registration (Date) \_\_\_\_\_

*Make checks, money orders, and purchase orders payable to the Washington State GEAR UP Project, Higher Education Coordinating Board (Tax ID # 91-0785144).*

☐ Check ☐ Field or Purchase Order  
☐ Money Order # \_\_\_\_\_

<sup>†</sup> Contact the conference hotel directly to obtain rental rate information for audio/visual equipment.

# Conference exhibitors

Organizations and businesses with products or services of interest to the GEAR UP community are invited to exhibit at the conference. Exhibits will be open from 5 pm to 9 pm on Thursday. The Exhibitor fee of \$100 includes the use of a 4-foot by 6-foot table. Exhibitors must supply any required audio/visual equipment.<sup>†</sup>

## Exhibitor registration form

**Please provide the following information by typing or printing legibly.**

**Exhibitor Fee** (\$100)

Payment by check, money order, or purchase order must accompany registration forms. Cancellations must be received, in writing, by April 11, 2003.

For more information, call: (360) 753-7835 or email: gearup@hecb.wa.gov.

**Send registration forms, with payment, to:**

Washington State GEAR UP Project  
Higher Education Coordinating Board  
Exhibitor Registration  
917 Lakeridge Way  
PO Box 43430  
Olympia, WA 98504-3430

Make checks, money orders, and purchase orders payable to the Washington State GEAR UP Project, Higher Education Coordinating Board.

**Name:** (Last, First, Middle initial) \_\_\_\_\_

**Title:** \_\_\_\_\_ **Organization:** \_\_\_\_\_

**GEAR UP Affiliation:** ☐ State Grant (Specify state) \_\_\_\_\_ ☐ Other \_\_\_\_\_  
☐ Partnership Grant (Specify grantee) \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Please describe the goods and/or services you plan to exhibit:**

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**Please indicate your method of payment. Payment must be received with your registration form.**

☐ Check ☐ Field or Purchase Order  
☐ Money Order # \_\_\_\_\_

<sup>†</sup> Contact the conference hotel directly to obtain rental rate information for audio/visual equipment.

Northwest Bridges 2003 is brought to you by the Washington State GEAR UP Project. Washington State GEAR UP is a partnership of the Office of the Governor, the Higher Education Coordinating Board, and the University of Washington.

GEAR UP is funded by a grant from the U.S. Department of Education in collaboration with state government, local communities, schools, colleges, universities, and the private sector.

Washington State GEAR UP would like to thank each plenary speaker, panelist, workshop leader, and attendee for their participation in this event.





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## **Regional GEAR UP Conference** **Northwest Bridges 2003**